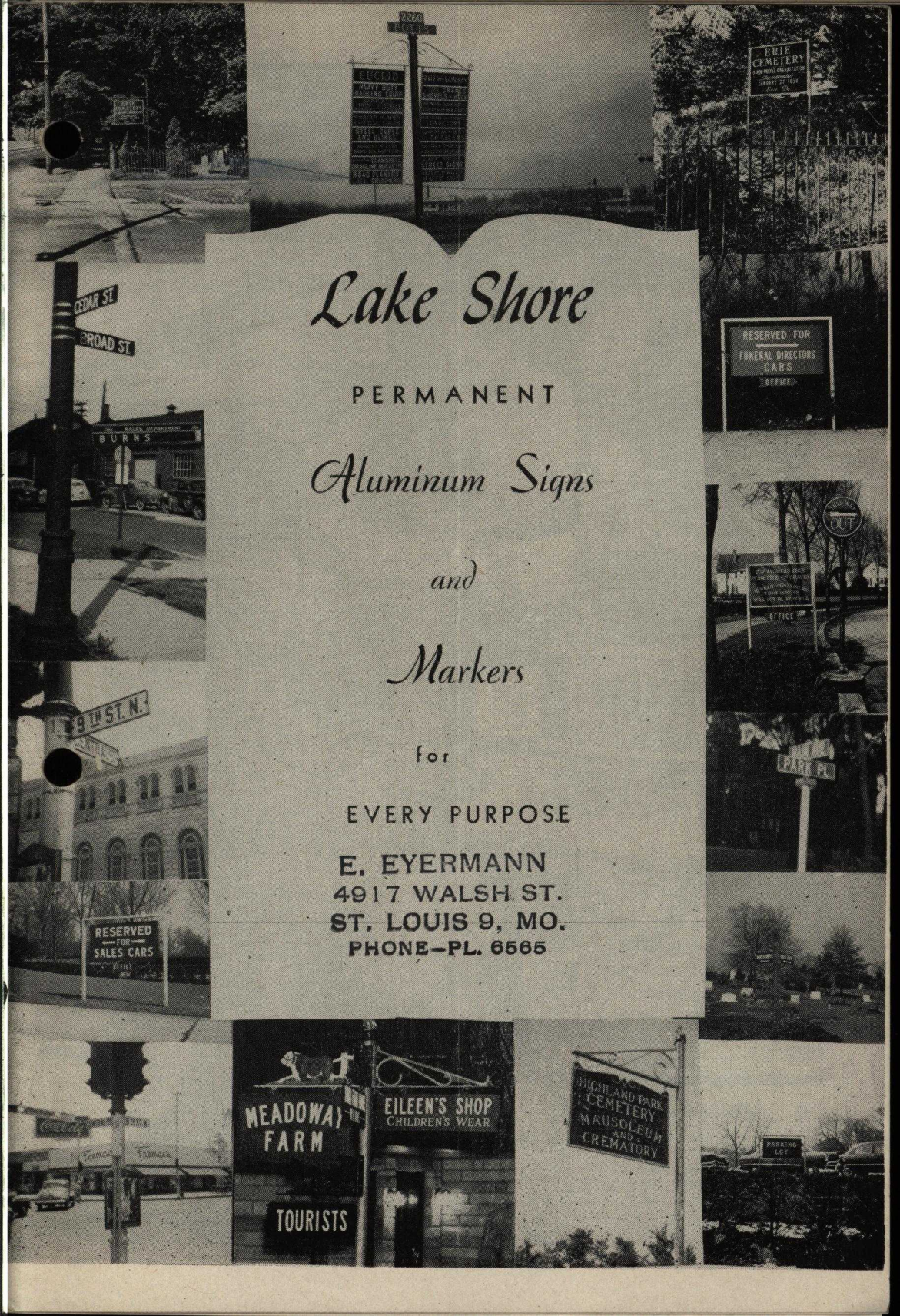


Lake Shore

PERMANENT

Aluminum Signs

and

Markers

for

EVERY PURPOSE

E. EYERMANN
4917 WALSH ST.
ST. LOUIS 9, MO.
PHONE—PL. 6565

" PARTIAL "
INSIDE STORY
OF
Lake Shore
SUPERIORITY
DEPICTED IN
"On the Job"
PHOTOS
The Lake Shore Factory
SECTION OF PATTERN SHOP
• SKILL
• CRAFTSMANSHIP
• EXPERIENCE
IN EVERY
Lake Shore
MARKER
POURING MOLTEN ALUMINUM
MEMBER OF ART STAFF CREATING INTRICATE DESIGN
A FINISHING OPERATION ON HISTORICAL MARKER
SECTION OF FINISHING DEPT.
INSIDE VIEW OF SAND MOLD
NO PARKING ON THIS DRIVE
WASHINGTON AVE
JOHNSON
HOME OF
JOHNSON TEACHERS COLLEGE
KESSEL ST.
WASHINGTON
PLEASANT
DR. JOHN DOE
LAKE SHORE PATTERN WORKS
MANHATTAN
SIGNS
TYPICAL DISPLAYS
OF
Lake Shore
INDUSTRIAL PRODUCTS
PERMANENT
MARKERS AND SIGNS
Special lifetime signs, and markers made to order.
LAKE SHORE MARKERS
Div. Lake Shore Pattern Works, 654 W. 19th St., Erie Pa.
Established 1908

PERMANENT ALUMINUM SIGNS are now available for almost any type of service desired, through the skill, experience, and research of Lake Shore Marker Designers. Unusual savings in maintenance costs, as well as the continued, permanent service of durable signs and markers. Where required we recommend the use of reflective signs for 24 hours service without the expense of fixtures and illumination. Wall tablets, grave markers, and distinctive signs are rich in appearance with Lake Shore two tone polished aluminum signs. Rich and distinctive are the professional signs finished in a choice of Gold Leaf, Bright aluminum, or Reflecting letters, with harmonious and contrasting background colors that stay attractive. Advertisers tell us that substantial savings in maintenance are found with their Lake Shore Signs.

These superior Lake Shore features are yours.

SOLID LIFETIME ALUMINUM
Special Aluminum Alloy resists corrosion

DISTINCTIVE DESIGN — ARTISTIC LETTERING, TRADE MARKS, etc.
Custom lettering to suit specific requirements

WEATHERPROOF FINISHES REDUCE OR ELIMINATE MAINTENANCE COSTS
Newest scientific Permanent coatings protect Lake Shore signs from airborne acids, and alkalis.

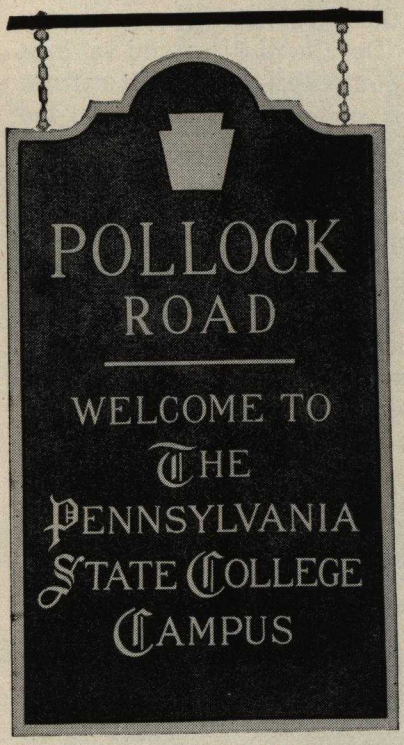
YOUR CHOICE OF PERMANENT BLACK, BROWN, GREEN, RED, BLUE OR WHITE
Specify color when ordering

YOUR CHOICE OF BRIGHT ALUMINUM, GOLD LEAF, PLAIN COLOR OR REFLECTORIZED LETTERS
Specify color and plain or reflectorized finish

24 HOUR VISIBILITY AFFORDED BY SPECIFYING REFLECTORIZED LETTERS OR BACKGROUND

ELECTRIC ILLUMINATION AVAILABLE IF DESIRED
(Not required on most installations of Lake Shore Signs.)

Catalog descriptions following are limited to number and sizes. Unless otherwise specified, rustic signs, are made with permanent brown background and white reflectorized letters. Other types of signs and wall plaques are finished in permanent black background and white reflectorized letters. Consult price list for prices on standard patterns illustrated. Standard designs shown will accommodate various lettering copy, for many purposes, and may be arranged horizontally to suit your need. Write for items desired, not listed. We may have it, and will gladly quote on markers or signs of any kind made to order. Single or double face.

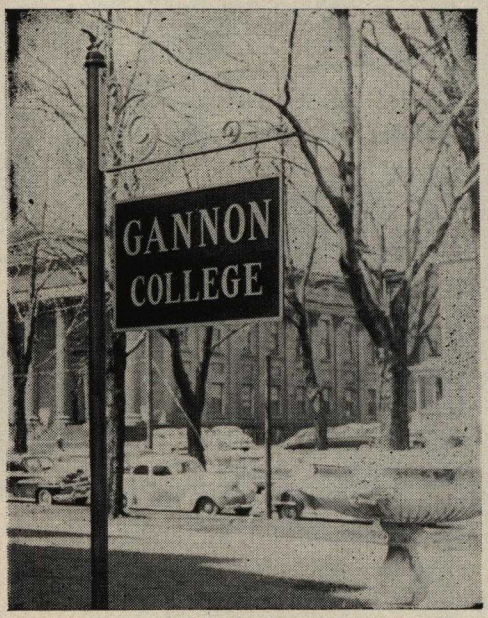


No. 24-43. Campus sign. 24″ x 43″

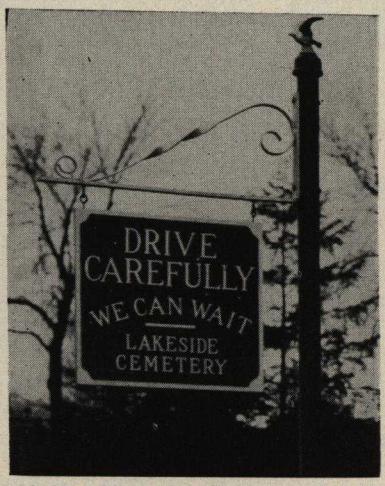
No. S2430 illustrated, 22″ x 30″, colonial design, attractive scroll top is very attractive, in double face sign with matching aluminum bracket or single face wall plaque.

No. S918, same design as illustrated, 9″ x 18″.

No. 038. Oval approximately 24″ x 38″. Galv. steel bracket illustrated furnished with pendant signs.



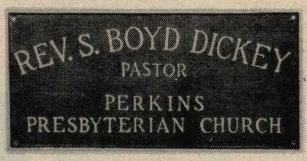
No. 24-35. 24″ x 35″. Galv. steel bracket illustrated.



No. 18-20. 18″ x 20″. Galv. bracket illustrated.

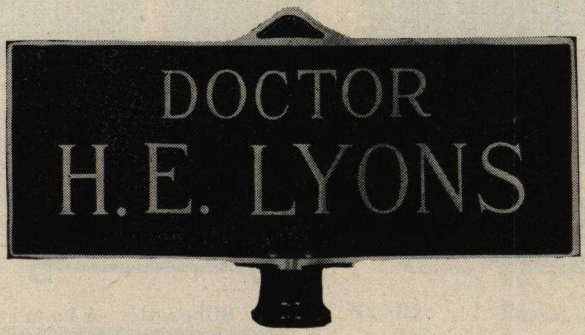
Permanent Aluminum Professional and Business Signs

No. 21-4. 21" x 4", mounts on 1½" or larger pipe, specify pipe size.



No. W816. 8" x 16" wall plague, illustrated.

No. W1020. 10" x 20" wall plaque, same as above. Also made double face for bracket mounting.



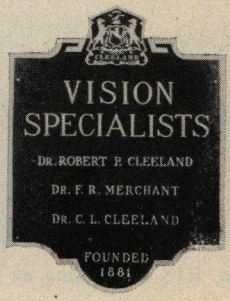
No. 21-8. 21" x 8", mounts on 1½" or larger pipe, specify pipe size.

No. W 1820. 18" x 20" wall plaque, illustrated.

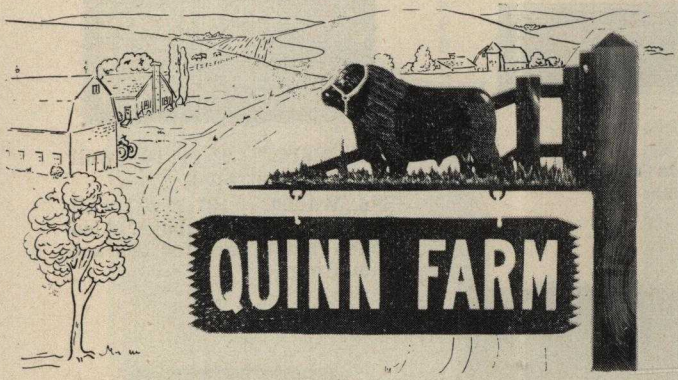
No. 14-35. Ideal highway or professional sign for doctors, etc., as well as use illustrated. Fits 2" or larger pipe, 14" x 35"

No. W4361. 43" x 61" wall plaque, illustrated. Note trademark copied.

No. 21. 21" x 3" Hearse plate furnished with 4¼" pins on 16½" centers, or without pins. Specify when ordering. Also available 18" x 3".

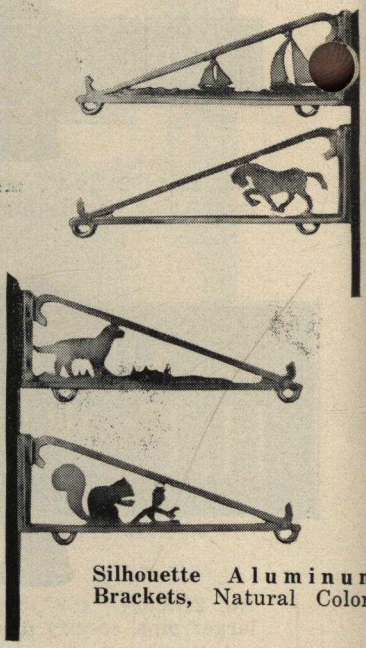


24" x 36" wall plaque, typical of the special designs and trademarks duplicated in Lake Shore permanent plaques and signs. (Note intricate Coat of Arms.)



24" Sculptured Aberdeen-Angus Bracket. Solid Aluminum, life-like colors.

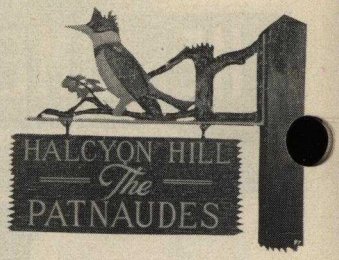
Combines beautifully with most rustic signs as No. R24-7 as illustrated.



Silhouette Aluminum Brackets, Natural Color.

Choice of above or scroll bracket furnished with signs.

No. R24 x 10". With 24" Horse Bracket. Rustic, ideal for farm, professional or business use. Attractive, realistic wood background is enhanced by harmonious brown permanent coating. Signs are attractively lettered to suit requirements. 24" x 10" double face, illustrated. Also made single face for wall plaque.

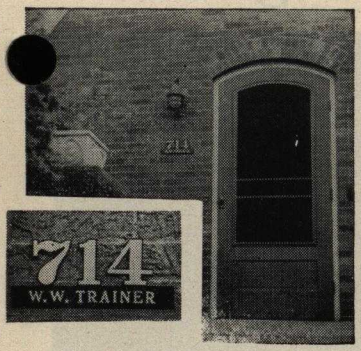


Typical special design made to order. 24" Bracket with 24" x 10" Rustic Sign shown.

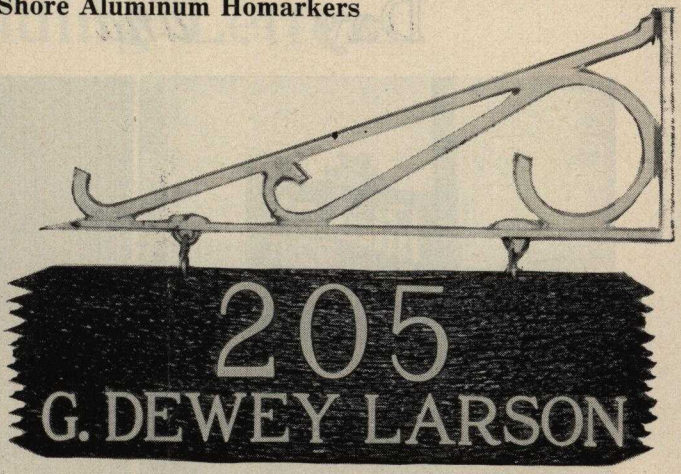
No. R18 x 5. Same as 24 x 10, measures 18" x 5".

No. R 24 x 7. Rustic ideal Campus, park or street sign. 24" x 7", aluminum bracket.

Lake Shore Aluminum Homarkers



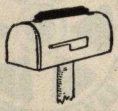
No. 411W
Maximum 14 Letters
3" White Numerals
¾" White Letters on Black
Separate 4" Numerals,



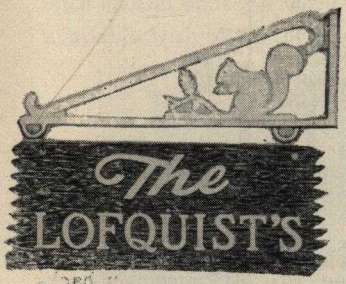
No. R24 x 7. Rustic. Same as R24 x 10, measures 24" x 7".

No. R18 x 3. Rustic, measures 18" x 3". Single face, less bracket

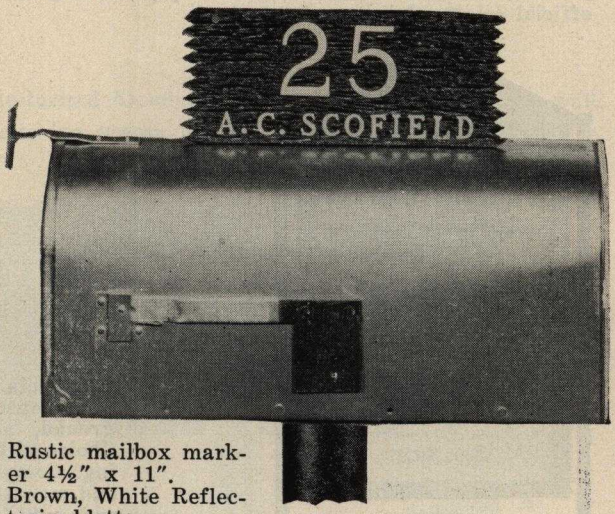
No. 411S. Stake type, similar to wall type, designed and fitted to 1" aluminum channel stake.



No. 215M
Double Face (Both Sides)
2"x15" Maximum 16 1" Letters
White Letter on Black



No. R411B—Rustic
4½"x11"
Brown—Looks Like Wood
Aluminum sign and bracket



Rustic mailbox marker 4½" x 11". Brown, White Reflectorized letters.

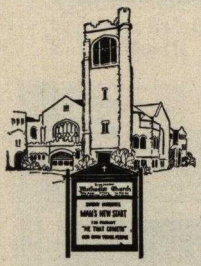
Day *and* Night

No. 4 x 5 ft. 4′ x 5′ permanent highway sign. Prismo reflectorized in choice of colors. Also ideal for wall plaque or pendant store front sign, etc., when used with ornamental bracket. Note illustration showing lights are not directed on sign, revealing perfect lighting at night from any light.

No. C20. City Entrance Signs, supplied also with meeting notice. 20″ diameter, fits 2″ pipe or larger, official colors, plain or refrectorized.

Illustration above shows No 4x5, mounted on attractive scroll bracket, and 3″ steel pipe. Sign is same size as shown above.

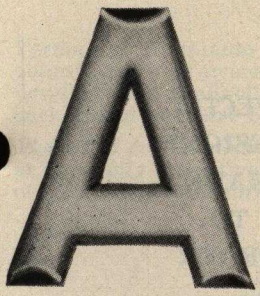
No. 4774



Ashtabula Church Bulletins . . . aluminum or wood construction. No. 7085 shown in background, and No. 4774 in forward view. Choice of Incandescent or Flourescent lighting. Complete with changeable letter font, and mountings. No. 7085 approximately 70″ wide x 85″ high.

Building Letters

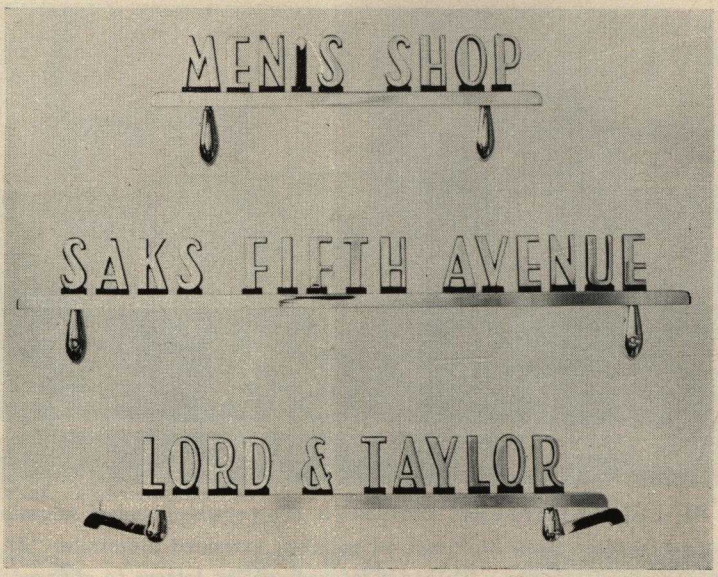
OFF-SET BUILDING LETTERS, illustration shows 15″ polished aluminum letters, mounted with 2″ offset from building, on polished extruded aluminum "Z" bar. (Note mounting arrangement shown.) Welded reinforcement of letters to channel gives added strength, against weather and wind. Aluminum "Z" bar is secured to building with expansion shields and rustproof lag-screws. Letters made to order, specify size and style of type desired, with sketch.



GOTHIC STLYE LETTERS (illustrated)) available in porcelain enamel finish in 6″, 8″, 10″, 12″, 15″ and 24″. Bold Roman type letters (same style as printed capital letters on this page) available in 10″, 12″ and 24″.

Illustration below shows 15″ Reflectorized Aluminum letters secured tight to brick wall with special adhesive without use of lag screws, drilling of holes, etc. Special adhesive available with order for letters.

Specialty Signs



Window display, truck letters, counter use, etc. made to order signs of open letter design. Beautiful and enduring. 2″ furnished in Bronze and Chromium plated for extra beauty. Various types of mountings furnished on order. Specify where used and mounting preferred. $1.00 per letter

Aluminum letters of all types made to order.

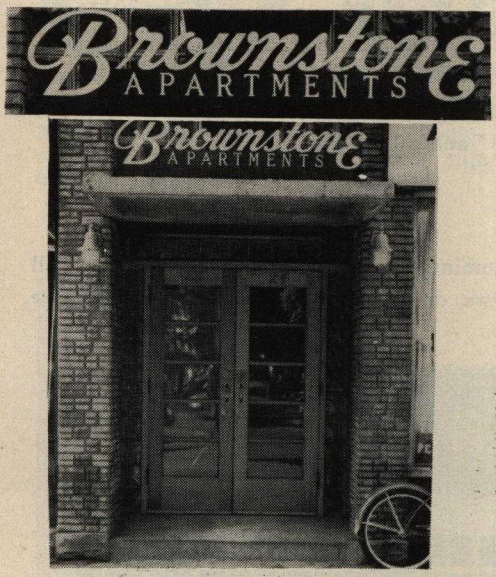


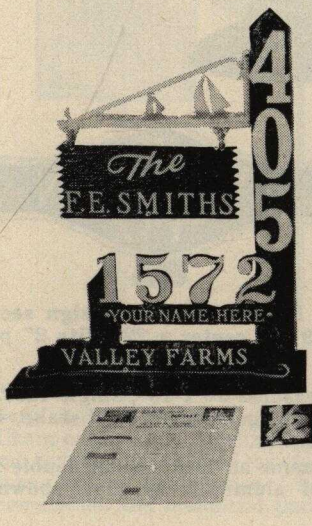
Photo at right shows attractive custom design in combination Script and Roman letters, integrally cast in lifetime sign, Reflectorized for 24 hour visibility. Measures 12″ x 72″.

SPECIAL DESIGNS MADE TO ORDER

Special window signs in handsome script, typical of the exclusive designs produced by Lake Shore Artists. Truck lettering, Store fronts, and many other uses for these lifetime signs, peranently attractive. Illustration shows 11″ name bar with 2″ script lettering.

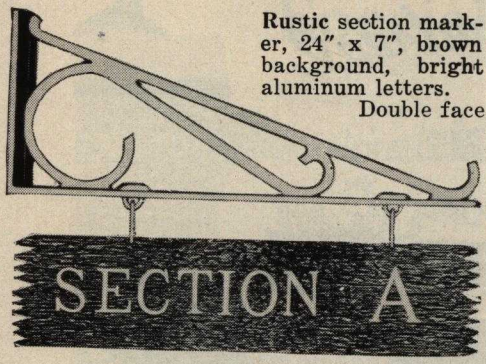
Permanent Aluminum Auto emblems made to roder, originally designed, produced in quantities of one or more. "Erie, Pa." emblems shown above typical of the large quantity developments available, in polished aluminum or reflectorized letters, with permanent background in choice of many colors.

PLASTIC Auto Emblems also available, not illustrated. Made in lots of 100 or more only, at unusually attractive prices. These emblems are really beautifully contrasted in choice of colors, not reflectorized.



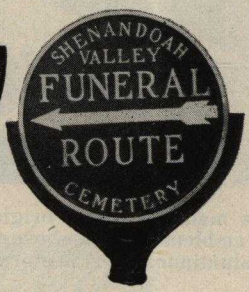
DEALER INQUIRIES INVITED

Home Marking display, shown in many hardware and department stores, available to dealers on request. Shown with display is a box (100) Solid Aluminum 4" reflectorized house numbers, also used for boat, trailer, and other marking purposes.

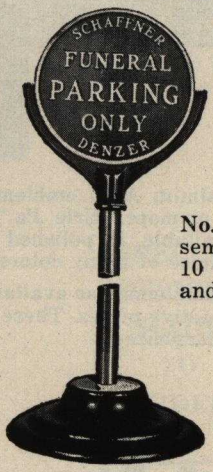


Rustic section marker, 24" x 7", brown background, bright aluminum letters. Double face.

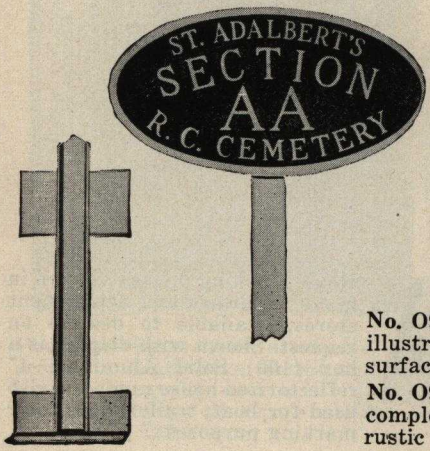
No. 10. Our most popular section marker, measures 10" diameter. Double face, ½" bright aluminum rim, and letters contrasted by choice of permanent black, blue or green background. Fits 1" pipe. Furnished with or without cemetery or or funeral directors name, with any legend adaptable to many purposes, such as traffic, church, cemetery, park, etc.



No. 14. Traffic or section sign, 14" diameter double face sign (illustrated with No. 10 sign for comparison of size), fits 1½" pipe.



No. 10P. Portable Assembly. Combines No. 10 with 1" x 30" pipe and 15" cast iron ba

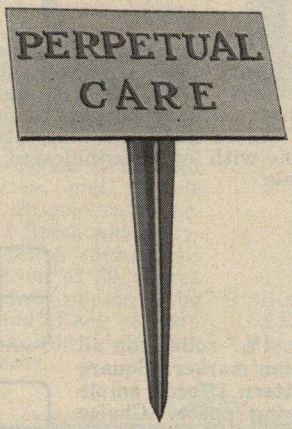


No. 922. Early American Design section marker, 9" at center x 22", fits 2" pipe.

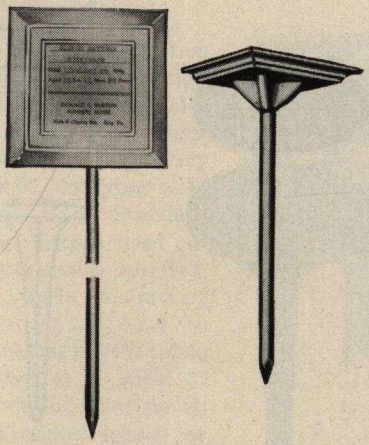
No. O915. Popular oval measures 9" x 15", single face. As illustrated to fit 1½" channel, galvanized steel stake, with surface pad and ground anchor.

No. O915P. Pendent type, same as 0915, except double face complete with ornamental aluminum bracket, shown in rustic illustration.

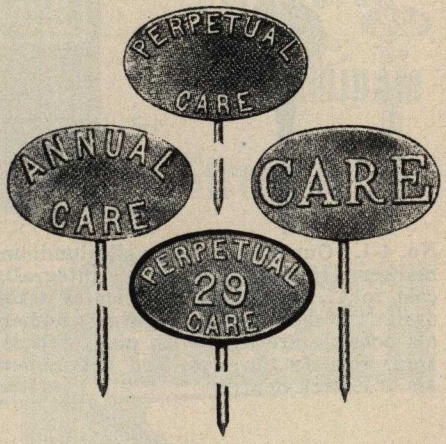
No. 4x7-OU, 4" x 7" oval type marker. 18" x ⅜" aluminum rod with bottom anchor, of arrow, or flat plate to prevent unauthorized removal.



No. 4 x 7-C. 4" x 7" Care, all aluminum 11" stake marker. Furnished with perpetual Care, Annual Care, Care. Reserved and Endowed. Special wording at slight extra cost.



No. PL-F. Plastic top flush type temporary interment marker. Weatherproof. Changeable cards readily typed with vital information. Used by funeral directors as accommodation. Accepted by cemeteries and memorial parks.

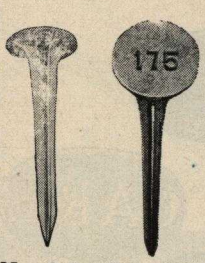


No. 4-OU. 4" oval upright type. designed for high grass areas. 24" x ¼" aluminum rod furnished.

No. 4-OF. 4" oval flush type marker, same top design as No. 4-OU, except cast with 8" galvanized steel shaft. Special wording furnished at slight extra cost, on any Care marker.

No. 4 x 7-MP. 4" x 7" memorial plaque. 11" stake. All aluminum interment marker. Polished letters contrasted against natural aluminum background. Looks like stone. May be used as a temporary marker for adults or permanent baby marker. Designed for easy installation.

Lake Shore Lot Markers

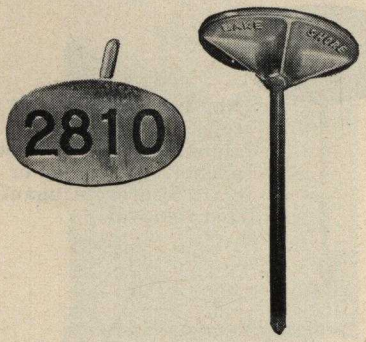


4-4

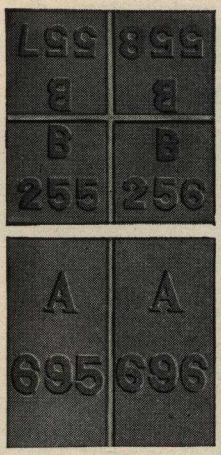
4-3

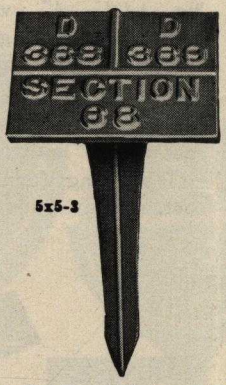
4-2

No. 4-1. Our most popular all aluminum marker, 11″ four spline stake integrally cast to 4″, round top in choice of 4 top designs to show lot lines. Largest numerals possible are used with every top design. Specify top style and list numerals or letters clearly.



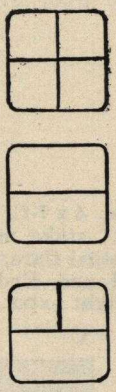
No. 4-O, 4″ oval marker, popular economy lot and grave number marker. (Replaces discontinued No. 4-OD.) 8″ galvanized steel shaft permanently cast to aluminum top. 1″ raised numerals illustrated. Also available with lot lines indicated without numerals.



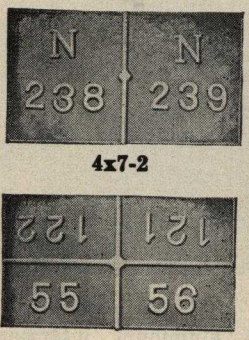


5x5-3

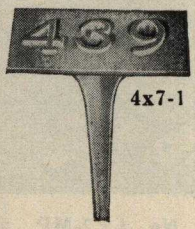
No. 5 x 5. All aluminum marker, 5″ x 5″, 11″ stake. Choice of 4 top designs.



No. 5R. 4½″ rolled top all aluminum marker. Square top pattern affords ample numbering space. Choice of 4 top styles. Ideal block or corner lot marker with owner's initial. 3 splines, 11″ stake.



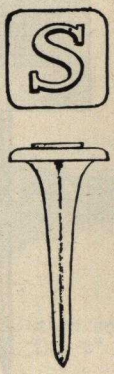
4x7-2



4x7-1

No. 4 x 7-4. 4″ x 7″ all aluminum marker. Choice of 4 top desigus.

No. 4 x 7-3. Not illustrated. Used as lot marker, block marker, etc. 11″ stake.

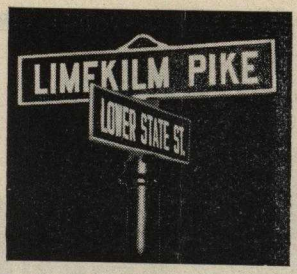


No. 9-OU. 9″ oval upright marker, flat 11″ stake. Single face, choice of wording.

DIGITS COMMON TO 100 MARKERS FURNISHED AT NO ADDITIONAL CHARGE.

Permanent Cast Aluminum Street Signs

We proudly present our best Street signs. These Cast aluminum signs are made of Corrosion-Resistant aluminum, which in itself will last for years and years. In addition to our superiority of metal, new scientific coatings are used in a special finishing process to make them permanently attractive, and withstand weather, airborne acids, alkalis, and other contaminating materials. Your choice of bright aluminum letters, or Prismo reflectorized letters contrast beautifully against a permanent black, green or blue background. Special color combinations, as well as special designs, also furnished. Write for information, and include sketch. Prismo reflectorizing is a finish which gives unexcelled night visibility. Even at 80 degree angles, signs appear to be illuminated! Easy to read both day and night for many years.

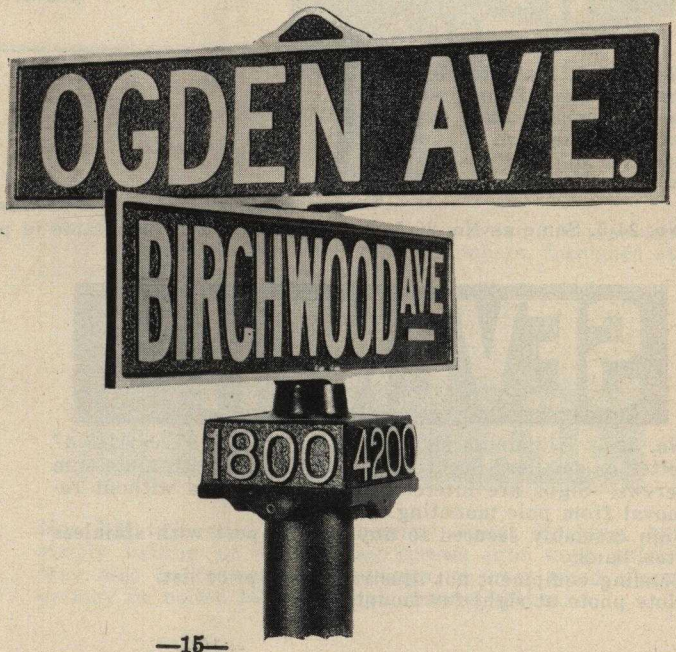


No. 21-4. Consists of No. T21-4 (Top Sign(and B21-4 (Bottom Sign) in unit to make popular 4-way installation. Signs are complete (less pipe). No fittings to buy!

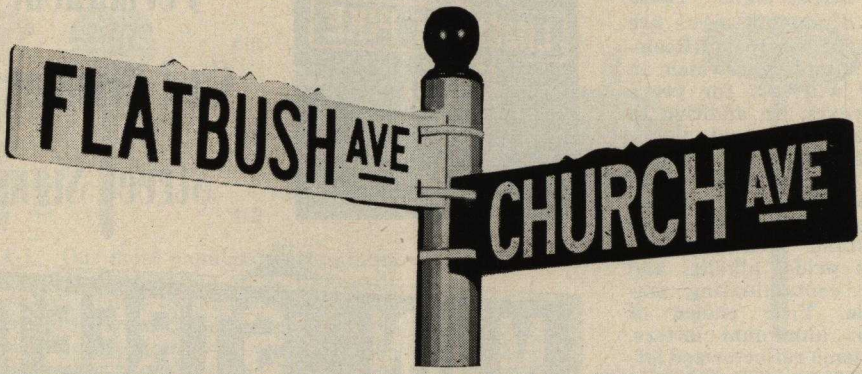
No. T21-4. Top sign of units. Also used as single signs when base is attached. Measures 21" x 4" with 2½" or 3" raised bright aluminum or Prismo letters.

No. 24-6. Construction and design of this sign is identical to No. 21-4 except for size. Signs measure approximately 24" x 6", carrying a 4" letter. U. S. Standard series letters used unless otherwise specifed. 1½" block number plates attached to square base designed to fit 2½" or 3" pipe, 4" concrete or wood posts. Steel socket screws or square heads secure signs to pipe or post.

Also available with standard round pipe caps to fit 2" to 4" pipe.



Wing Type Street Signs



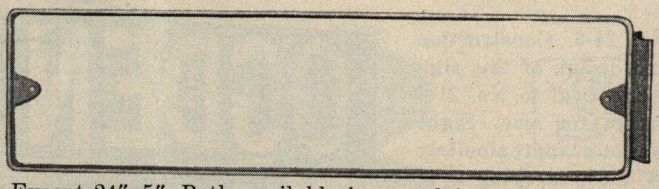
No. WT24-5. Solid aluminum wing type, 24" x 5", carries 3", 3½" or 4" letters. Furnished in plain coated or reflectorized letters. Not available in bright aluminum letters. Bright aluminum border not recommended to give appearance of greater background area. Secured to pole with ¾" stainless steel banding.
No. CM24-5. Also available in center mounting type same as 24-6, and 21-4 on page 14.

No. NY24-10. 24"x10", 4" letters end mounting, solid aluminum sign and frame integrally cast together. Mounted with ¾" stainless steel bands to any pole or post. →

←

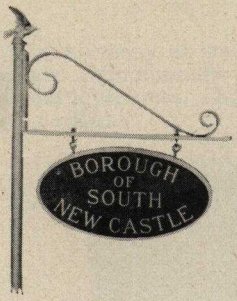
No. 30-° 30" x 8" integrally cast solid aluminum end mounting sign. Secured to posts same as above.

No. F20-5. Patented galvanized steel frame with special spring steel pole pad. ⅞" steel on 6" pole pad, 20"x5" and designed to carry No. 20-5 sign.



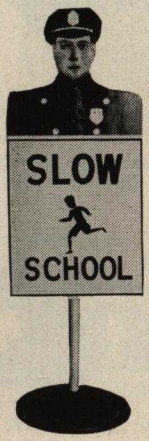
No. 24-5. Same as No. 20-5. Except 24"x5". Both available in porcelain enamel.

No. 20-5. Aluminum sign, double face 20" x 5", carries 4" letter or smaller. Secured in above frame with aluminum screws. Signs are interchangeable in frames without removal from pole mounting.
Sign assembly secured to any pole or post with stainless steel bands.
Banding equipment not illustrated, see price list.
Note photo at right for mounting.



No. 038 Borough entrance sign, 24" x 38", also available 11" x 22". Heavy Galvanized Bracke,t illustrated with ornamental pipe cap.

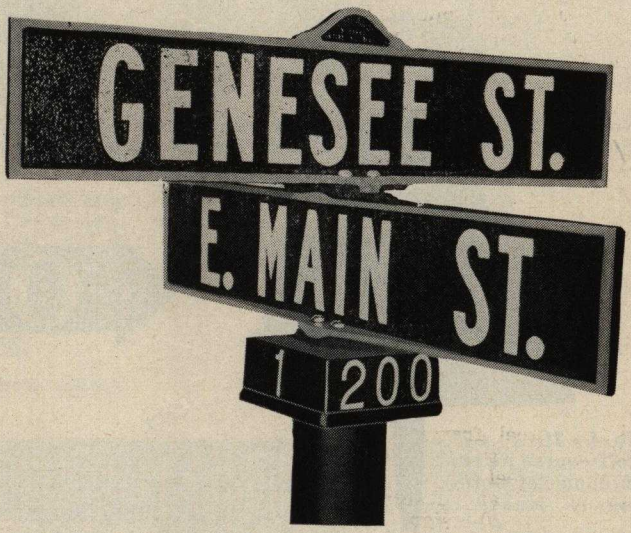
No. 30x48, Ornamental (rectangular) Borough Entrance sign, furnished with identical double faces, except for "Welcome To" on Entrance side and "Come Again" on Exit side of signs. Fits between 1½" posts with Eagle ornament pipe caps, all aluminum, except for galvanized steel pipes furnished. May also be suspended on ornamental bracket, same as No. 038.



School Policeman. Solid cast aluminum head and shoulder, model of policeman. Naturally colored to give life-like appearance, in weatherproof coatings. Badges and hat band, etc., are genuine gold leaf. Face is modeled in natural facial features. Must be seen to be appreciated. 19" x 23".
Sign measures 24"x24", approved sign, yellow background, black letters. etc.

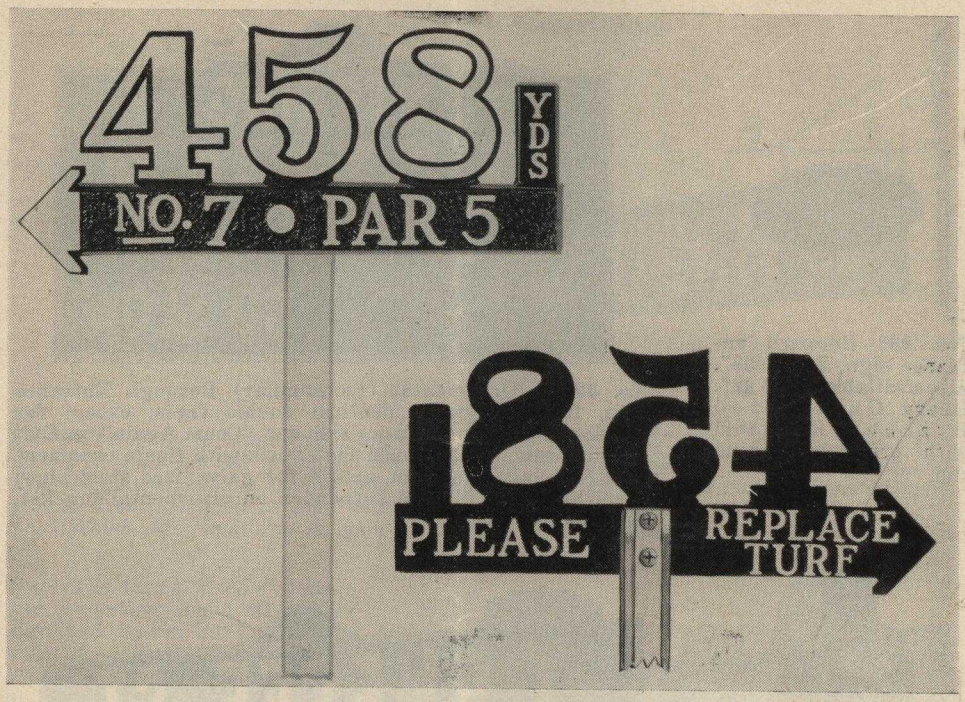
Pipe 1½" x 60", cast iron base, 35 pounds, 22" diameter.

Assembly may be ordered complete or separately in parts.



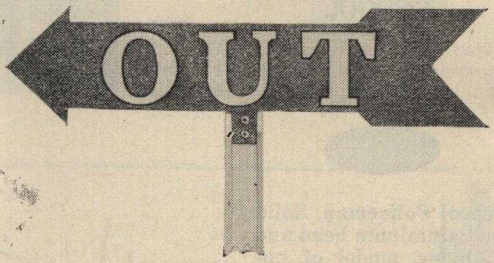
No. 21-4, 4 way street sign assembly with square pipe cap to fit 2" or larger pipe, 1½" block numbers, furnished at slight extra charge, as illustrated.

No. N21-4 is used for economical street marking, by simply nailing or driving lag screws into wood poles. May also be fastened to buildings, or over wood signs or may be bolted to traffic sign channel stakes.



No. 11G. 11″ x 1½″ bar, open yardage numerals. Observe face has reminder to replace divots. 24″ aluminum channel stake. Special designs made to order.

No. 4 x 7G. 4″ x 7″ golf course marker, choice of wording, 11″ stake.



No. 20 x 5. Arrow, 20″ x 5″, all aluminium arrow. Stake 1¼″ x 24″ or longer. Specify length of stake preferred.

BABY

POST

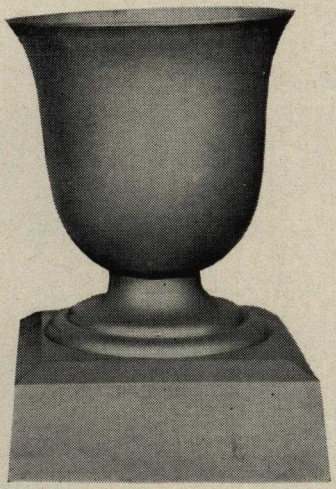
LANTERN

No. P-2. 16″ high, 7″ wide. Post base 2½″. Fully electrified. In copper or in tin (dull black).

No. 36x9A, 36″ x 9″ arrow with border. 4″ letters illustrated, show maximum copy. 48″ x 1½″ Aluminum or Galvanized steel furnished. Smaller letters may be used to accommodate larger copy.

Lake Shore "Erie" Aluminum Urn

The harmony of style throughout this modern aluminum urn is a fitting tribute to your loved ones. (Also ideal for homes and parks.)



Built for proper display of floral filling and conforming to modern trend in cemetery planning.
DeLuxe with No. U-EB.

Memorial Urn Plates of aluminum may be added to your Lake Shore Urn to supplement your present memorial or to serve until a monument is erected.

No. 143. Memorial Plate carries initials and family name and dates.

One of the exclusive features of this distinctive urn, made possible by unique design which stores just the right amount of water.

No. U-EB. Holds earth and filling separately from vase. May be removed for ease of filling, handling and winter storage.

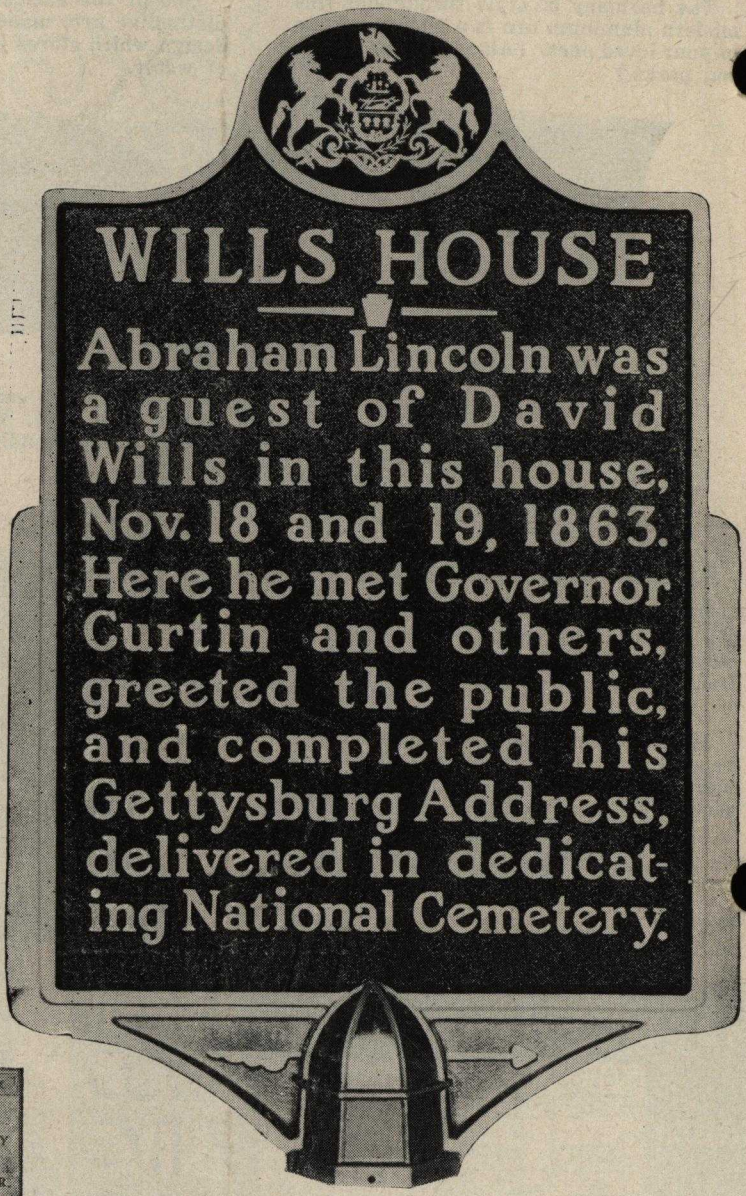
DISPLAY LETTERS

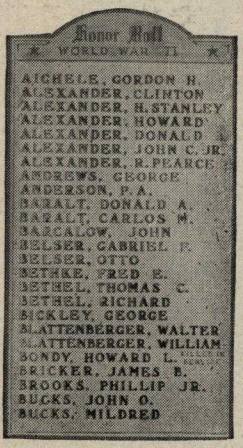
ALL PRICES F. O. B. NEW YORK FACE	Price Per Letter or Numeral	Letters Per Lineal Foot	FONT ASSORTMENTS Letters and Numerals Pin-Back[1], Sanded-Back[2], Track[3]
3/4" MODERN Upper Case	11c	15 1/8" Depth of Relief	Complete Font 233 L. & N. $11.03 Font of 182 Letters Only ..... 8.70 Font of 51 Numerals Only ..... 3.23 Not available in track.
3/4" MODERN Lower Case	9 1/2c	20 1/8" Depth of Relief	Font of 233 Letters Only 9.83
1 1/4" GOTHIC *	13c	12 1/8" Depth of Relief	Complete Font 233 L. & N. 11.83 Font of 182 Letters Only ..... 9.52 Font of 51 Numerals Only 3.31
1 1/2" TEMPAR	16c	12 1/8" Depth of Relief	Complete Font 233 L. & N. ..... 14.82 Font of 182 Letters Only ..... 11.83 Font of 51 Numerals Only 3.97
2" KABEL	19c	7 1/8" Depth of Relief	Complete Font of 152 L.&N. 21.44 Font of 182 Letters Only ..... 17.80 Font of 51 Numerals Only 4.88
3" TEMPAR	21c	7 1/8" Depth of Relief	Complete Font 233 L. & N. ..... 27.33 Font of 182 Letters Only ..... 20.86 Font of 51 Numerals Only 6.90
3" SCRIPT	27c	4-5 1/8" Depth Caps 6-8 L. C.	Complete Font of 152 L.&N. 21.44 Font of 126 Letters Only ..... 17.44 Font of 26 Numerals Only ..... 4.09 Not available in track.
4 1/2" CONDENSED KABEL	43c	4 1/8" Depth of Relief	Complete Font of 134 L. & N. 27.93 Font of 108 Letters Only ..... 22.94 Font of 26 Numerals Only 5.81
4 1/2" EXPANDED KABEL	47c	3-4 1/8" Depth of Relief	Complete Font of 134 L.&N. 31.81 Font of 108 Letters Only ..... 26.26 Font of 26 Numerals Only ..... 6.51 Not available in track.
5" BROADFACE	73 1/2c	3 1/8" Depth of Relief	Complete Font 134 L. & N. ..... 59.09 Font of 108 Letters Only ..... 51.82 Font of 26 Numerals Only 11.81
6" KABEL	57c	2-3 1/8" Depth of Relief	Complete Font 134 L. & N. ..... 39.01 Font of 108 Letters Only ..... 32.24 Font of 26 Numerals Only 7.86
6" TEMPAR ·	73 1/2c	3-4 1/8" Depth of Relief	Complete Font 134 L. & N. ..... 51.91 Font of 108 Letters Only ..... 42.82 Font of 26 Numerals Only 10.51
9" TEMPAR	91c	3-4 1/8" Depth of Relief	Complete Font 134 L. & N. ..... 67.74 Font of 108 Letters Only ..... 56.14 Font of 26 Numerals Only 13.52

(1.) Pin-Back Letters†—for backgrounds, etc.
(2.) Track Letters†.—for stand-up signs.
(3.) Sanded-Back† Letters—for cementing to hard surfaces.
Mitten's pure-white, satin smooth letters can be used over and over . . . easily colored if desired.

Copyright 1949 Mitten's Display Letters. †Trade Mark

Illustration shows Pennsylvania Historical and Museum Commission new City type markers, typical of the many types which are available in standard designs or from your own design, in any quantity. This Marker measures approximately 26" x 43". Prussian Blue, Pebbled background, 23 carat gold leaf letters. Fits 4" octagonal aluminum post. Choice of permanent Acid and Alkali Proof colors in combination. Twenty-three Carat Gold Leaf. Polished Aluminum, or REFLECTORIZED background or letters available in any colors, furnished to specifications. Full cooperation is offered on any marker program, from creative design to final delivery.





← LAKE SHORE MEMORIAL TABLETS are made to order. Choice of polished letters and natural aluminum pebbled background, Gold Leaf Permanent lettering and black or brown shaded backgrounds, or reflectorized finishes. Broken markers duplicated. Please submit list and other data for quotation.

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